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FROM	Ian G. DiBernardo
SENDER'S FAX NO.	212-806-6006
SENDER'S PHONE NO.	212-806-5867
SENDER'S EMAIL	IDIBERNARDO@stroock.com
ROOM NO.	38L
ATTORNEY NO.	3350
CLIENT/MATTER NAME	
CLIENT/MATTER NO.	694231/0051

MESSAGE

RE: U.S. APPLICATION SERIAL NO. 10/696,295
 FILED: OCTOBER 28, 2003
 FOR: METHOD AND SYSTEM FOR CREATING, SERVING,
 AND TRACKING ADVERTISEMENTS

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UNITED STATES PATENT & TRADEMARK OFFICE

Application No. : 10/696,295
Title : METHOD AND SYSTEM FOR CREATING, SERVING
AND TRACKING ADVERTISEMENT
Applicant : Lawrence Morrisroe et al.
Filed : October 28, 2003
Art Unit : 3627
Examiner : John Leonard Young
Docket No. : 694231/0051

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

February 4, 2004

AMENDMENT

Sir:

In response to the Office Action mailed January 25, 2005, please enter this Amendment in the above-identified application. The time for responding to the Office Action extends to, and includes February 25, 2005, making this amendment timely.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.